

retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules predict non-interaction traits about the subscriber, the non-interaction traits not being limited to child/adult distinctions; and

generating the subscriber profile by applying the heuristic rules to the interaction traits.

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The method of claim 83, wherein said generating the subscriber profile includes generating the subscriber profile having at least one non-interaction trait that is not child/adult distinction related.

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The method of claim 83, wherein the non-interaction traits are demographic traits.

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The method of claim 83, wherein the heuristic rules associate the interaction traits to the non-interaction traits.

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The method of claim 86, wherein interaction traits to non-interaction traits associations include at least some subset of

channel change speed to gender, income level or a combination thereof;

programs to gender, work status, or a combination thereof; and

program categories, program sub-categories, program content or some combination

thereof to gender, age, income level, family size, or some combination thereof.

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The method of claim 83, wherein the heuristic rules assign probabilities for the interaction traits having certain non-interaction traits associated therewith.

Amendment

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The method of claim ~~88~~, wherein the non-interaction traits having probabilities assigned thereto include at least some subset of age, income, family size and gender.

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The method of claim ~~88~~, wherein each of the non-interaction traits are divided into categories and each category is assigned a probability.

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The method of claim ~~88~~, wherein the subscriber profile assigns probabilities associated with the subscriber having certain non-interaction traits.

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The method of claim ~~91~~, wherein the each of the non-interaction traits of the subscriber profile are divided into subcategories and each category is assigned a probability.

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The method of claim ~~88~~, wherein the non-interaction traits are product interests.

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The method of claim ~~93~~, wherein the product interests are not limited to products associated with children and products associated with adults.

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The method of claim ~~83~~, wherein the subscriber profile may represent a single subscriber or a household of subscribers.

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The method of claim ~~83~~, wherein the subscribers identity is not known.

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97. A method for generating a subscriber profile, the method comprising:
processing subscriber interactions with a television in order to characterize interaction traits associated with the subscriber;
retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules predict non-interaction traits about the subscriber; and
generating the subscriber profile by applying the heuristic rules to the interaction traits, wherein the subscriber profile is not limited to child/adult distinctions, advertising associated with children or advertising associated with adults.

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98. A method for generating a subscriber profile, the method comprising:
accessing interaction traits defining how a subscriber interacts with a television;
retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules predict non-interaction traits about the subscriber, the non-interaction traits including at least some subset of gender, income level and family size; and
generating the subscriber profile by applying the heuristic rules to the interaction traits.

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99. A method for generating a subscriber profile, the method comprising:
characterizing subscriber interactions with a television as interaction traits;
retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules associate the interaction traits to non-interaction traits, the interaction traits to non-interaction traits associations including at least some subset of channel change speed to gender, channel change speed to income level, program genre to gender, program genre to income level, and program genre to family size; and

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